



BUILDING A HIGH-PROFIT BUSINESS MODEL

Executive Overview for:

Creating a Positive Brand Identity for Both Your Products and Your Company

"Brand identities are the characteristics and performance reputation that your target market customers, and all of the support entities and stakeholders, assign to your products and services and ultimately to your company.

A brand identity is established over a period of time by doing the same things consistently. A great Brand Identity is assigned to your products or company for doing "great" things consistently over an extended period of time. In creating a brand identity, the leadership of the company must first decide how they want their products, services and company to be perceived. This is done by establishing the list of impressions you want to outwardly demonstrate and promote and ultimately be known. The hard part is then converting who you and your products are today to the brand identity you want to create and be known for going forward into the future. Consistent positive performance outcomes, strategic services and strong interactive customer service and support are at the core of your brand substance.

Since it takes a while for your customers and stakeholders to authenticate your desired brand identity you should start now building the list of characteristics and requirements that will allow your brand to be perceived as you wish. The hard part is to then drive your company team toward delivering all of the elements of the brand identity that you wish your customers will, in time, assign back to your brand. Remember, your brand identity can only be assigned by your customers, suppliers, vendors and other stakeholders" - YourBoard. US.

1. Creating a great Brand Identity and then "Living" it.
2. Weaving your positive brand message throughout every form of communication you exercise.



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"Brand Identity" is the creation of a product or company identity and personality that is projected and promoted within your target marketplace. It is what you are known for and how customers picture you in their mind and describe you. It is your look, feel and identity based on your product or company's place within a certain market segment.

Your product's performance against claims, reputation for quality, competence, dependability, price point, service, friendliness and your creation of customer satisfaction are all ingredients to your product and company brand identity. Colors, graphics, website look, feels and ease of navigation and advertising approach and message becomes the frontal façade and method of communicating your brand identity but your brand substance is critical to brand longevity.

The best description of "brand" I have ever heard is: "It is the promise you make and the promise you keep.

As a person, you are a "brand." Not only the way you look and talk but what you say and ultimately do becomes part of your brand. Your honesty, integrity, truthfulness, trustworthiness, competence and dependability are who you are and what your personal brand represents.

Procter and Gamble has mastered the development of brand identity with many other consumer product companies close behind. Most homemakers think of Tide as a companion that performs cleaning for them not a soap detergent product.

Cadillac has a high-end brand image while Ford and Chevy are brands that suggest a middle-class identity.

Years of planned strategies and advertising, that approach consumer brainwashing in some cases, has caused certain brands to be firmly lodged in certain market positions. Only on some occasion of complete quality collapse and loss of consumer faith have established brands lost position quickly.

The brand identity is ultimately, where we positon and place your product and company in your customer's mind, with the goal of being a preference when they are buying a product in your product or service category.

With that quick and dirty description of brand identity, it is important that our Company Leadership Team (or in larger companies our Brand Groups or Product Groups) spend time developing the brand identity we want to project to our targeted market customers and buying influences. More importantly, our "organization" must perform to the brand elements we have created for the brand identity that we want to project to our target markets.



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For our company's or product's brand identity to be legitimate enough to gain traction and prevail as the truth within your targeted markets, everyone in the organization must clearly understand the chosen elements of the brand identity that you want to project and be very willing to take responsibility within their individual roles to make the "brand" very legitimate and very promotable. The only way to develop and maintain a highly recognizable and dependable brand identity is to have the entire organization willing to stand behind the elements and claims that our brand represents and promotes. In time the brand becomes the entity that all associates in the company work to support. It takes the people working together and on the same page to generate the desired brand identity.

To create a brand identity for our product groups or company, no matter the size of the company, there must be a concerted effort by the owner, senior leaders and key managers (with potential guidance from a marketing firm) to identify and list the performance elements, characteristics and personality of our brand. It is important to then include the entire organization in the understanding of our newly created brand identity and the initiatives needed in each department and process to execute the elements of this brand identity to our targeted marketplace.



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CREATING BRAND IDENTITY

I have found that the best way of creating a brand identity for your products, services and company is to look at your company and its products from the viewpoint of our target market customer users, buyers and influencers.

Ask the questions: How would our target market specifying and purchasing influencers list the "perfect" provider of a particular product group or service? How would our customers describe the "perfect" product solution (performance outcomes and service)? The list we generate from finding this information out from our customers helps us to identify the elements and characteristics of the Brand Identity that we want to pursue.

To develop and execute the desired elements of your intended Brand Identity, your team should ask themselves many questions. These questions should be asked from the viewpoint and perspective of the customer. The answers to these questions will form the core elements of your desired Brand Identity.

- What product performance outcomes would the customer like to see consistently 3 repeatable?
- How would they like the product to be packaged?
- What distribution channel or channel to market do the customers feel will provide the greatest value?
- What would the customer feel is a decent lead time for delivery? What inventory level would they like you to maintain?
- What would be the preferred delivery method?
- How does the customer want to communicate with your company to purchase, issue a claim for credit, report a quality problem, gain technical information or support, get start-up support or provide training etc.?
- What is your customer's expectation for a response time to an e-mail, phone call or other type of communication?
- How often does the customer want to see a technical or sales representative visit their plant or HQ facilities?
- Ask ourselves internally (or our outside marketing firm) what logo, colors, graphics, website, videos and copy style fits your brand message to be used as your marketing theme.



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SUMMARY OF BRAND IDENTITY – THE DOCUMENT

To build the company or product brand elements that you want to be personified in the brand image, pull together your leadership and management team (and potentially your outside marketing firm) and document a narrative that combines the elements of product performance outcomes and service that will exceed the customer's expectations. You can then proceed to do two things: Promote those brand elements and characteristics to the marketplace and communicate and educate each member of the organization to perform to the brand level of excellence that your company and organization can hang its hat on. Once you have identified these brand elements you want to personify in the marketplace, internal training and execution are needed to guarantee the consistency that creates your "customized" brand identity. Your ultimate goal would be to have the Brand Identity of your company and its products be competitively differentiated so that you can promote the image of market superiority.

Marketing Theme – Communicating the “Brand Message”.

After you clearly establish a "document of brand identity" (2 or 3 pages max), create a supportive marketing theme that will be the thread (or elevator speech) that accurately describes your brand. This marketing theme will weave through all marketing, promotion, communication and selling efforts.

This marketing theme based on both your "Summary of Brand Identity" document and your Product and Service Differentiation Advantages (outlined in an earlier segment) will be exhibited, communicated and demonstrated every time your company or product touches the outside world.

The Marketing Theme supporting your brand image should be consistent in your:

- Logo
- Letterhead
- **Website and web videos**
- Promotional and technical documents
- **Sales presentations**
- Distributor or independent Rep. training
- Verbal and e-mail communication
- Social media
- Trade show displays
- Webinars and seminars



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